
Michigan SBDC™

J.D. Collins Bio
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J.D. Collins serves as Executive Director of the Michigan Small Business Development Center (SBDC), a state-wide organization that consults entrepreneurs and growing businesses. The organization serves more than 5,500 companies annually, offering no-cost consulting, market research, and specialty business training that includes international assistance, mergers, and acquisitions, and securing businesses from cyber threats.

Previously, Collins was the Chief Innovation Officer of a company that provided solutions to the heavy equipment, retail, and medical industries. Collins also held global product strategy positions where he managed billion-dollar global brands and returned struggling brands back to firm footing.

Collins earned his MBA from Notre Dame. He is always eager to serve the small business community and continue the Michigan SBDC's innovative approach to helping business owners and entrepreneurs.